



# Continuing Education and Consulting Plan

---

*Fiscal Year 2016*

## **Mission**

The mission of Continuing Education and Consulting (CEC) within TSLAC's Library Development and Networking Division is to provide free access to a variety of continuing education, consulting, and related services to libraries in Texas in order to continuously build the capacity of library staff to offer high quality service to their communities and to support agency programs and services.

## **General Theme**

With a focus on the *Library Services and Technology Act (LSTA) Five Year Plan for Texas 2013-2017* visions to further the digital, educational, and economic attainment of Texans, and informed by the *Texas State Library and Archives Commission Agency Strategic Plan 2015-2019*, we will:

- Support robust online learning for libraries across the state
- Enhance the leadership skills of small library staff by training non-MLS library directors and staff through our Small Library Management Training Program
- Enhance the core technical skills of small library staff through our new You Can Do I.T. technology program
- Enhance the ability of libraries to train their staff by offering self-paced, open-access courses and other resources
- Help Texas libraries acquire better technology skills by providing public access computing resources and services such as online training and consulting for the E-Rate application process, and by offering a variety of continuing education opportunities on technology topics
- Assist libraries to enhance their online presence by providing a free, hosted content management system through Plinkit services

## **The Plan**

### **1) Help Build Technological Capacity of Libraries**

Resources will be provided to Texas libraries that support them in building their technology infrastructure, as well as in enhancing library staff technology skills.

## LSTA 5-Year Plan for Texas Goal

Goal 2: Texans and Texas communities will have access to Internet connected resources and services through Texas libraries to meet community and personal goals and the support they need to use them successfully. Incorporates appropriate portions of Program 1: provide enhanced patron access to Internet connected resources and services such as Plinkit (content management based library websites), E-rate consulting, technology consulting and training, grants, and mobile apps. Also incorporates elements of Program 3: promote cooperation among libraries to support shared networks and services, including grants and training.

### Activities

- Offer webinar series on assessment/analytics with focus toward academic libraries
- Update and expand “Quest for E-Rate” online course in order to provide training on the latest policy and procedures changes for users
- Evaluate status of E-Rate participation in state, and begin development on a promotional campaign to increase E-Rate usage statewide
- Develop tech trends webinar series (at least five 1-1.5 hour webinars) on new or updated technology trends that libraries need to understand in order to best serve their patrons, and appealing to a variety of library types
- Manage rollout for, and help develop, a broadband speed test for libraries around Texas
- Evaluate the success of our Plinkit program, and provide recommendations for incorporating additional training and/or program changes as necessary
- As vendor’s lead time for publicizing their activities allows, offer ALA TechSource hosting licenses for e-resources and/or new technologies that appeal to many libraries at up to 50 sites around the state
- Arrange for development of a suite of “technical support skills” self-paced online training modules, covering topics such as: networking skills and troubleshooting, managing hardware and peripherals, security issues, data backup processes and best practices, best practices for technology purchasing
- Develop web-based tips and resources to enhance and supplement information delivered in You Can Do I.T. series of training workshops on basic networking, hardware, software, and support skills
- Develop and present face to face You Can Do I.T. series training workshop on basic software and hardware skills, to be delivered for small libraries at 11-15 sites around the state

### Outputs

- ✓ Target at least 70 participants in each “technology trends” style webinar
- ✓ Percent of Plinkit libraries who regularly update their websites will be 25%
- ✓ Each ALA eCourse license offering will reach an average of at least 12 host sites
- ✓ Percent of public libraries attending E-Rate training will be 25%
- ✓ Percentage of public libraries participating in E-Rate will be 30%
- ✓ Percentage of public libraries participating in training or consulting activities under this goal will be 60%
- ✓ Percentage of academic libraries participating in online training for activities under this goal will be 40%

### Outcomes

- ✓ Services will result in at least 70% of customers being satisfied with training (regardless of format) and consulting

## **2) Assist Libraries in Attaining Their Local Early Learning Programming and Services Goals**

The purpose of this goal is to address the ongoing need for library staff to receive training on topics in the field of youth and family programming and services, including early literacy.

### **LSTA 5-Year Plan for Texas Goal**

Goal 3: Texans will have access to library services to build a strong foundation for early learning, success in school, and lifelong learning. Incorporates appropriate elements of Program 1: promote statewide use of the Collaborative Summer Library Program. Also addresses elements of Program 2: promote early childhood literacy and programs to promote reading in libraries through grants, model programs, and training.

### **Activities**

- Offer webinars highlighting themes and information for the Collaborative Summer Library Program’s (CSLP) Early Literacy, Children’s, Teen, and Adult programs, either through agency, or via CSLP
- Coordinate Texas State Library Family Place Library Project grant program for Texas public libraries
- Assist with special activities in celebration of El día de los niños/El día de los libros
- Offer series of continuing education opportunities in support of children’s programming and services for libraries, including at least three opportunities targeting STEM and/or STEAM learning. Current online continuing education offerings will be reviewed for possible updating, and new webinars will also be offered

### Outputs

- ✓ 24 Public libraries will attend the Family Place training institute and become Family Place libraries.
- ✓ Percentage of qualified public libraries participating in the Collaborative Summer Library Program will be 80%
- ✓ Percentage of public libraries participating in summer reading training will be 65% (assuming information is available from the Collaborative Summer Library Program)
- ✓ At least 350,000 children will participate in the Texas Summer Reading Program

### Outcomes

- ✓ Services will result in at least 70% of customers being satisfied with training (regardless of format) and consulting
- ✓ At least 80% of participating libraries will report being satisfied with Collaborative Summer Library Program materials

## **3) Enhance Libraries' Ability to Offer Their Users' Business and Career Development Services**

### **LSTA 5-Year Plan for Texas Goal**

Goal 4: Texans will enhance their business and workforce development, including entrepreneurial endeavors, through use of materials and services at their libraries. Incorporates appropriate elements of Program 1: enhance the ability of libraries to offer business and workforce development services through grants, training, model programs, and cooperation with related agencies such as the Texas Workforce Commission.

### **Activities**

- Promote available training for TexShare business-related databases and resources
- Provide support for workforce development training offerings created by agency outreach staff

### Outputs

- ✓ Percentage of public libraries participating in training will be 70%.
- ✓ Percentage of academic libraries participating in online training will be 30%

### Outcomes

- ✓ Services will result in at least 70% of customers being satisfied with training (regardless of format).

## **4) Increase the Leadership Attainment of Libraries**

### **LSTA 5-Year Plan for Texas Goal**

Goal 5: Texans will receive responsive library services. Supports Program 1: provide continuing education and consulting for all types of libraries that enhance their ability to provide responsive service.

### **Activities**

- As a supplement to Small Library Management (SLM) program materials, provide a list of recommended learning opportunities for staff in small libraries to help them access a variety of free "foundational" training not only from TSLAC, but from a variety of sources such as InfoPeople, the Texas Library Association, and WebJunction Texas

- Provide updated SLM program Management & Leadership Essentials in-person workshops in Fall 2016 and Spring 2017
- Begin development on a webinar series on selected collection management topics
- Develop a webinar training series to be delivered in Fall, 2016 on the topic of utilizing volunteers strategically
- Begin development on a training series on strategic planning/plans, in varied formats, as appropriate (
- Deliver “Growing Your Best Library Team” Small Library Management Advanced workshops at multiple locations around Texas (
- Begin planning for future Small Library Management Advanced topics, planning to offer either as online course or in-person workshops as appropriate

#### Outputs

- ✓ 50% of SLM graduates will attend SLM Advanced course offerings

#### Outcomes

- ✓ Services will result in at least 70% of customers being satisfied with training (regardless of format) and consulting
- ✓ Services will result in at least 70% of SLM participants successfully accomplishing the immediate outcomes of the workshops
- ✓ Services will result in at least 40% of attendees successfully accomplishing intermediate outcomes of the workshops

## **5) Offer online training and consulting services to assist libraries in attaining higher levels of service to Texans**

### **LSTA 5-Year Plan for Texas Goal**

Goal 5: Texans will receive responsive library services. Supports Program 1: provide continuing education and consulting for all types of libraries that enhance their ability to provide responsive service.

#### Activities

- Continue as a Webjunction.org state partner in order to offer 350+ self-paced online courses to full-time library staff in Texas.
- Continue marketing new video and print resources from the Library Science Collection that enhance continuing education offerings and/or that support new or foundational library skills
- Work in conjunction with providers such as TLA, Webjunction, TechSoup and Infopeople to continue advertising free webinar opportunities to the state on a weekly basis, as well as via State Library’s CE Calendar
- Provide support for a variety of live webinars that relate directly to Library Development & Networking programs and services, and that highlight the use of tools such as Plinkit, E-Rate, annual reporting, grants management, and TexShare programs

- As appropriate, present, coordinate or help sponsor Texas Library Association annual conference programs that reflect the service priorities of the Library Development and Networking division
- Develop online, self-paced Weeding course for SLM
- Provide support for online training on managing and applying for grants
- Develop webinar series for public libraries on customer service issues and topics

Outputs

- ✓ Provide online continuing education to 80% of public libraries in the state
- ✓ Provide online training to 40% of academic libraries in the state
- ✓ Provide self-paced course content through WebJunction to 30% of total FTEs covered by license (7,000)
- ✓ Realize a 20% growth in user accounts to WebJunction
- ✓ Count of materials provided will increase 5% over 2015 figures
- ✓ Screencast video views will increase by 5% over 2015 figures
- ✓ 100% of grantees take provided online training for grants management
- ✓ Screencast video views will increase by 5% over 2015 figures

Outcomes

- ✓ Services will result in at least 70% of customers being satisfied with training (regardless of format) and consulting